

MINUTES

LETA Full Board Meeting

7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, December 8, 2011

LETA Present

Christian Goudeau • Wayne Berry
Payton John • Fr. James Carter
Barbara DeCuir • Paul Sawyer
Felicia Harry • Dr. Bill Weldon
Gigi Carter • Glenn Kinsey

LPB Staff Present

Beth Courtney • Joanne Gaudet
Christina Melton • Bob Neese
Barbara Williams • Clay Fourrier
Liz Barnes • Jeanne Smith
Jason Viso • Ellen Wydra

1. **CALL TO ORDER:** Meeting was called to order by LETA Chairman Glenn Kinsey.
2. **MINUTES APPROVAL:** Minutes from previous meeting were presented by Gigi Carter. Dr. Weldon moved and Barbara DeCuir seconded that the minutes be approved and accepted. *Motion* carried.
3. **LETA/FOUNDATION FINANCIAL REPORT:** We are 42% through the fiscal year and 42% through our annual budget. We remain in line and on track with the current fiscal year budget. Total revenue to date is \$4,341,519, which is 46% of our overall budgeted revenue, and which is comprised largely of general fund revenue from the State. 50% has been received in general fund revenue, which is \$3,612,810 of our projected \$7,225,623 general fund budget. Self-generated revenue is \$728,709, which is 38% of the total projected self-generated budget of \$2,036,451. This includes \$324,683 received from the Foundation in the form of our final “Due to LETA” payment. The balance includes the usual (1) Friends rent (2) Foundation rent, (3) truck uplinks, and others– all which are on track with budget projections. Total expenditures to date are \$4,013,339. Largest expenses to date are personal services – salaries and related benefits – in the amount of \$2,943,326, which is about 43% of the projected annual personal services budget of \$6,780,515. Other major year-to-date expenses include \$627,431 for operating services – which is comprised of maintenance contracts, utilities, satellite lease, land & tower leases, phones, etc. – and \$382,947 in interagency transfers – which consists of risk management, civil service, state mail, among other expenses. Total net of revenue over expenses is \$328,180. The LPB truck is doing well. We are in the middle to final stages of annual budgets pass backs. *Motion:* Chris Goudeau moved and Gigi Carter seconded that the financial report be accepted. *Action:* Motion carried.

FLPB REPORT: Payton John reported that Winterfest Pledge Drive is off to a great start! Currently, we are at \$97,245 with 663 pledges. *Jason Viso, Programming Director*, gave a brief highlight of some of the programming for the drive. Friends of LPB gave away the raffled car on yesterday to Mr. Salah Mansour. Mr. Mansour and his wife bought the winning ticket and registered the ticket in their daughter’s name, Ameara. The Mansour’s are long time members of Friends of LPB. Payton asked board members to please encourage other board members to thank Matt McKay or any All Star employee personally. The Friends Board Orientation will be on Tuesday, January 17th at 1 pm. *FLPB October 2011 Financial Report:* Membership revenue was \$84,188.05. Through October, overall revenue totaled \$629,135.11. Expenditures for October totaled \$114,027.55. This reflects an increase in auction and raffle expenses. DooWop concert was well received and a modest success.

CHAIRMAN’S REPORT: *Honorary Member Selection:* Wayne Berry was re-elected to the LETA Board as an honorary board member. The Board commended him for his hard work and dedication. *Motion:* Glenn Kinsey moved and Barbara DeCuir seconded that Wayne Berry remain as honorary member to the LETA Board. *Action:* Motion carried. *Officers nominated for 2012:* Barbara DeCuir motioned to retain the 2011 officers for 2012 with the change of Gigi Carter as Vice-chairman and Joe Salter as Secretary of the LETA board. Glenn Kinsey will remain as chairman and Paul Sawyer as treasurer. The motion as seconded by Fr. James Carter. *Action:* Motion carried.

PRESIDENT’S REPORT: *APTS Leadership Council:* Beth stated that The APTS Leadership Council is a grasstops network comprised of community leaders and station volunteers who are committed to advancing public television’s mission. Beth stated that we would like to have some layperson to represent our local public television station on a national level on various conferences calls. “*Turning the Tide*” documentary. Beth introduced Christina Melton and Liz Barnes as the producers of this documentary. Christina and Liz reported that this documentary had its broadcast premiere on November 30th and has received rave reviews. Promotion for the program consisted of on-air spots and social networking through environmental interest groups, blogs and program participants. Feedback for the documentary has been overwhelmingly positive. The National Audubon Society had a national management conference in Louisiana this week and ordered 50 copies to distribute to its members. The program airs again two more times in December and has its New Orleans premiere in January. We are also pursuing national distribution and future use for educational and outreach purposes, possibly

partnering with some of the national organizations and agencies involved in the program (such as Audubon, the U.S. Geological Survey and the Barataria-Terrebonne National Estuary Program) for a symposium in 2012.

Underwriting Update: Jeanne stated that she and Beth travelled to Monroe and met with Century Link, Louisiana Land Bank president Jesse Craft, then with Shelia Snow from the West Monroe Conventional Bureau regarding the Bicentennial documentary.

Educational Services Update: Ellen Wydra reported that LPB is submitting a proposal to partner with the DOE for Phase III of the Race to the Top grant to provide production of original instructional content and professional development. It will also create and deliver a statewide public awareness campaign to increase enrollment in the Louisiana Virtual School, as well as customization of the LPB LearningMedia electronic media library, It will provide PBS/LPB TeacherLine courses, PBS Peer Connection, and Workplace Essential Skills Online.

Programming Update: Bob Neese reminded the Board that the deadline for Young Heroes nominations is February 4th. Nominations can be administered on line at www.lpb.org/heroes. LPB has a number of specials on ShopLPB for the holidays. Louisiana: A History six-part series is available for \$75 and the companion book for \$35. The Atchafalaya Houseboat and Summer of Birds DVDs and books available for \$40 each and we have a special LSU Fan Package with forever LSU, The Golden Band from Tigerland and Treasures of LSU for \$45. ***Upcoming Programming:*** Upcoming shows include the sequel to the Emmy-winning Downton Abbey on Masterpiece starting January 8th and the annual New Year's Day concert from Vienna hosted by Julie Andrews. American Experience biographies of Billy the Kid, Wyatt Earp, Annie Oakley and Jessie James will air on Tuesdays in January.

Presented by Barbara A. Williams – bawilliams@lpb.org – 225-767-4200